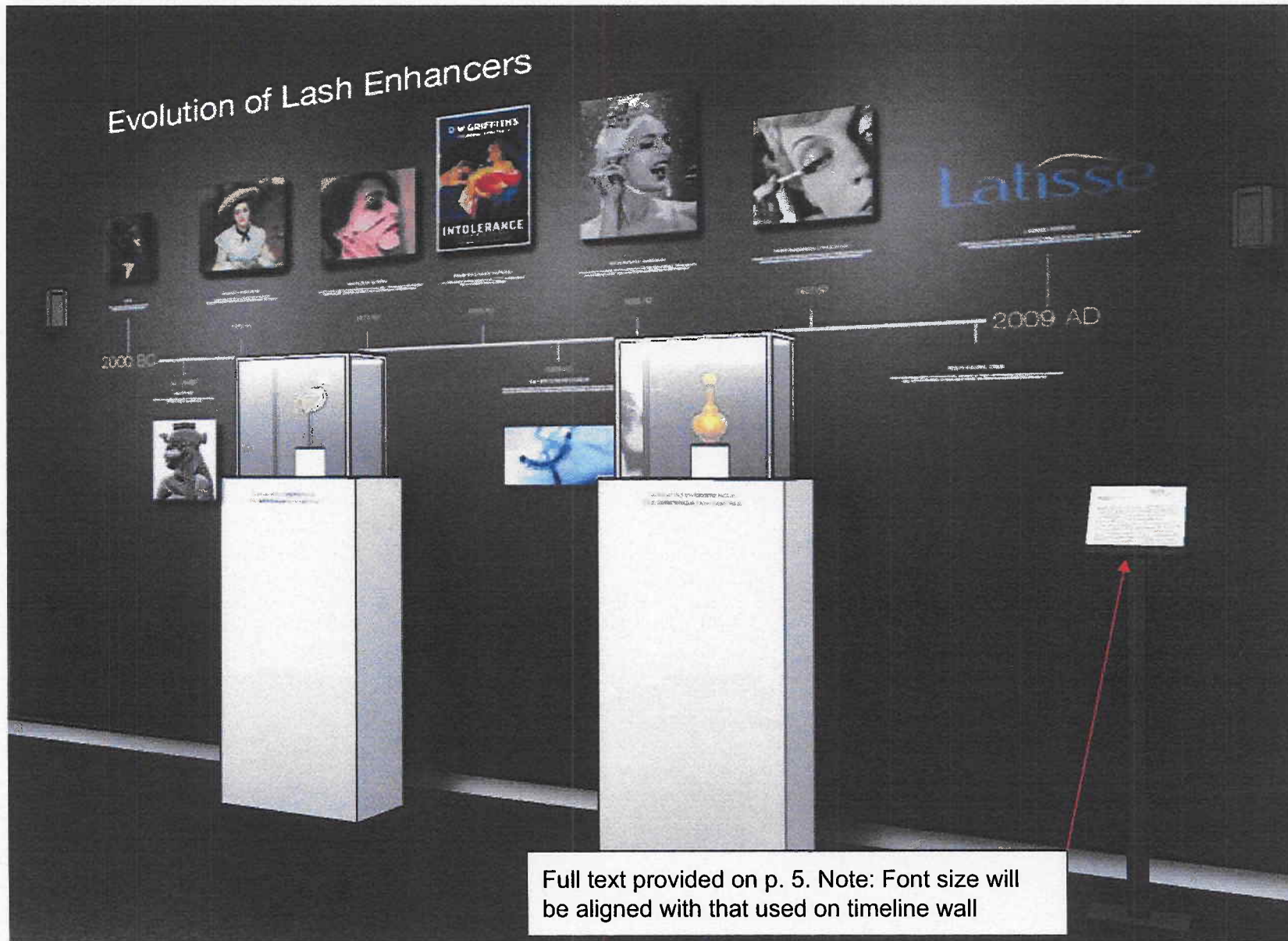


Timeline – On the wall, a timeline illustrated with photographs indicates benchmark moments in the evolution of lash enhancers



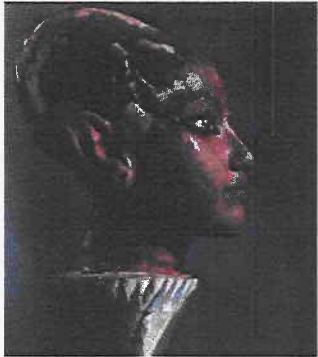
Note: See pages 2-6 for actual display case text and timeline images/text

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Timeline Images and Text

Actual images and text – please note placement on p. 1

Evolution of Lash Enhancers



← **4000 BC, Kohl**

Since ancient times darkening powders have been used to embellish the eye in both ritual and adornment.



69-30 BC, Cleopatra →

Egyptian queen Cleopatra's infamous beauty was magnified by the use of eye-paint, which helped to signify her divine status on earth.



← **1840, Mascara is Invented**

Cosmetic pioneer Eugene Rimmel, (The House of Rimmel, founded 1835), invented the first mascara, to this day, the word rimmel means mascara in many languages.

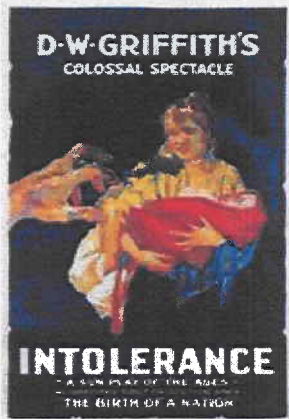
1913, Maybelline is Born →

American chemist T.L. Williams created the first modern day mascara by mixing coal dust and petroleum jelly. The product was named Maybelline – a combination of his sister's name (Mabel) and the product's main ingredient, Vaseline.



Timeline Images and Text (continued)

Actual images and text – please note placement on p. 1



← 1916, False Eyelashes Invented

D.W. Griffith's landmark film *Intolerance* featured the first on-screen use of false eyelashes, which were created out of human hair and gauze.

1923, The First Eyelash Curler →

William Beldue has been credited with the invention of Kurlash, the first device created to curl the lashes. Costly and hard to work with (it reportedly took over 10 minutes to create the effect), nevertheless, its popularity was enormous.



← 1938, Waterproof Mascara

Viennese actress Helene Viethaler Winterstein patented the world's first waterproof mascara. The idea came after numerous stage performances, when mascara ran down her face under the hot glare of stage lights.



Timeline Images and Text (continued)

Actual images and text – please note placement on p. 1



← 1957, First Mascara Applicator

Cosmetics mogul Helena Rubenstein introduced the “Mascara Matic,” featuring the first mascara tube and wand applicator, an innovation that transformed the beauty and fashion industries.



1966, Youthquake Eyes →

Iconic English teenage fashion model Lesley Hornby, also known as “Twiggy,” set off a fashion craze inspired by her androgynous look, and most importantly, her unique style of makeup; she painted long lashes directly onto her lower lids.



← 2009, LATISSE™ Arrives

LATISSE™ introduces an historic innovation in eyelash enhancement. LATISSE™ is the first and only prescription treatment approved by the FDA for hypotrichosis of the eyelashes (inadequate or not enough lashes) that is used to grow eyelashes, making them longer, fuller and darker. The onset of effect with LATISSE™ is gradual, and users may experience results beginning in eight weeks with significant results in 16 weeks. Individual results may vary. If discontinued, lashes will gradually return to their previous appearance.

Actual text – please note placement on p. 1

LATISSE™ (bimatoprost ophthalmic solution) 0.03% is a prescription treatment for hypotrichosis used to grow eyelashes, making them longer, thicker and darker. Eyelash hypotrichosis is another name for having inadequate or not enough eyelashes.

Important Safety Information

Do not use LATISSE™ solution if you are allergic to one of its ingredients.

LATISSE™ solution is intended for **use on the skin of the upper eyelid margins at the base of the eyelashes**. If you have a history of abnormal intraocular pressure (IOP), you should only use LATISSE™ under the close supervision of your physician.

LATISSE™ use may cause darkening of the eyelid skin which may be reversible. LATISSE™ use may also cause increased brown pigmentation of the colored part of the eye which is likely to be permanent.

If you are using other prescription products for lowering eye pressure or have a history of eye pressure problems, use LATISSE™ under close physician supervision.

If you develop or experience any eye problems, eyelid reactions, or have eye surgery, consult your physician immediately about continued use of LATISSE™.

The most common side effects after using LATISSE™ solution are an itching sensation in the eyes and/or eye redness. This was reported in approximately 4% of patients. LATISSE™ solution may cause other less common side effects which typically occur on the skin close to where LATISSE™ is applied, or in the eyes. These include skin darkening, eye irritation, dryness of the eyes, and redness of the eyelids.

Full prescribing information is available at www.latisse.com and www.allergan.com. Also available here.

Glass Display Case Text

Actual text; three glass display cases – please note placement on p. 1

Display Case 1 (Content: Original packaging, Mascara Matic)

“Original packaging, ‘Mascara Matic’”, Helena Rubinstein, 1958

Display Case 2 (Content: Éclair Joconde)

“Éclair Joconde”, almond-chocolate crème and chocolate frosting, Fauchon, Paris, 2009

Alternate Display Case

“Kurlash”, eyelash curler, The Kurlash Company, Inc., American, 1923

FAQs

WHAT YOU NEED TO KNOW ABOUT LATISSE®

What is LATISSE® (bimatoprost ophthalmic solution) 0.03%?

LATISSE® solution is a prescription treatment for hypotrichosis used to grow eyelashes, making them longer, thicker and darker.

What is hypotrichosis of the eyelashes?

Hypotrichosis is another name for having inadequate or not enough eyelashes.

How does LATISSE® work?

LATISSE® is believed to affect the growth (anagen) phase of the eyelash hair cycle in two ways: first, it increases the length of this phase; and second, it increases the number of hairs in this growth phase. The exact way it works is unknown.

How do I apply LATISSE®?

LATISSE® solution is a once-a-day treatment you apply yourself each evening to the base of the upper eyelashes. See the full instructions in [How To Apply](#), and apply as instructed by your doctor.

You should always only use the FDA-approved sterile applicators to apply LATISSE® directly to the base of your upper eyelashes. The applicators have been specially designed and manufactured to meet FDA standards.

How soon will I see results?

LATISSE® users may see results starting at 8 weeks with full results at 12 to 16 weeks. The growth is gradual overnight, over time.

Is LATISSE® a replacement for mascara?

No, LATISSE® does not work in place of mascara. LATISSE® is a solution treatment for inadequate or not enough lashes and requires a prescription from a doctor. However, mascara can be used on your eyelashes in addition to LATISSE®.

Is LATISSE® (bimatoprost ophthalmic solution) 0.03% different from nonprescription products that indicate eyelash growth?

LATISSE® solution is the first and only prescription treatment approved by the FDA for inadequate or not having enough eyelashes, growing them longer, fuller and darker.

What if I forget to apply one night? Or a few nights?

If you miss an application or a few, don't try to catch up. Just apply the LATISSE® treatment the next evening and stay on schedule.

What happens if I stop using LATISSE®?

If you stop using LATISSE®, your eyelashes are expected to return to their previous appearance over several weeks to months.

Can I get a prescription for LATISSE® from any doctor?

First, ask your doctor if LATISSE® is right for you. Although any doctor can prescribe LATISSE®, some may be more familiar with this product than others. That's why we encourage you to use the interactive "Find a Doctor" locator tool to find a doctor near you who will more likely know about this FDA-approved treatment. When making an appointment, be sure to tell the receptionist that you want to find out more about LATISSE®.

What are the possible side effects of LATISSE®?

The most common side effects after using LATISSE® solution are an itching sensation in the eyes and/or eye redness. This was reported in approximately 4% of patients. LATISSE® solution may cause other less common side effects which typically occur on the skin close to where LATISSE® is applied, or in the eyes. These include skin darkening, eye irritation, dryness of the eyes, and redness of the eyelids.

What should I do if I get LATISSE® in my eye?

LATISSE® solution is an ophthalmic drug product. If any gets into the eye, it is not expected to cause harm. The eye should not be rinsed.

Who should NOT use LATISSE®?

Do not use LATISSE® solution if you are allergic to one of its ingredients.

What are the ingredients in LATISSE®?

Active ingredient: bimatoprost

Inactive ingredients: benzalkonium chloride; sodium chloride; sodium phosphate, dibasic; citric acid; and purified water. Sodium hydroxide and/or hydrochloric acid may be added to adjust pH. The pH during its shelf life ranges from 6.8 – 7.8.

What is skin hyperpigmentation?

This is a common, usually harmless condition in which areas of skin become darker than the surrounding skin color. This occurs when there is an increase in the melanin, the brown pigment that produces normal skin color, in the skin. Skin hyperpigmentation is a possible side effect of LATISSE®, but may be reversible after discontinuation of the product.

What is elevated intraocular pressure (IOP)?

This is a condition where the pressure inside the eye is higher than normal. LATISSE® may decrease IOP. So talk to your doctor if you are using IOP-lowering medications. Concurrent administration of LATISSE® and certain IOP-lowering medications in ocular hypertensive patients should be closely monitored for changes in intraocular pressure.

What should I do if I experience eye redness?

Eye redness may occur immediately after use, but should usually last only for a short period of time. Eye redness alone is not an allergic reaction or inflammation, and doesn't mean that your eyes are being harmed. Please use the LATISSE® applicators as instructed to help to minimize the occurrence of eye redness.

Could LATISSE® cause the color of my eyes to change?

Increased brown iris pigmentation has occurred when similar medications were instilled directly into the eye to treat elevated intraocular pressure/glaucoma. Although iris pigmentation was not reported in clinical studies with LATISSE®, patients should be advised about the potential for increased brown iris pigmentation which is likely to be permanent.

What should I use to apply LATISSE®?

You should always only use the FDA-approved sterile applicators to apply LATISSE® solution directly to the base of your upper eyelashes. The applicators have been specially designed and manufactured to meet FDA standards, and ensure that the correct dose of LATISSE® is applied.

Why do the directions say to only apply LATISSE® solution to the base of the upper eyelashes?

A clinical trial of LATISSE® was conducted on patients who applied the product to the base of their upper lashes only. Applied nightly, the transfer of LATISSE® solution from the upper to lower eyelid may occur naturally because the eyelids are closed and the eyelashes touch each other. Over application may increase the chance of experiencing side effects. To ensure safety and maximize effectiveness, please follow the directions provided.

What should I do if I experience eye itching?

Eye itching may occur immediately after use, but should usually last only for a short period of time (one to two weeks during initial use). Eye itching alone is not an allergic reaction, and doesn't mean that your eyes are being harmed. Consult your doctor if the itching persists or you notice other symptoms as well.

LATISSE® solution is a prescription treatment for hypotrichosis used to grow eyelashes, making them longer, thicker and darker. Eyelash hypotrichosis is another name for having inadequate or not enough eyelashes.

Important Safety Information

If you are using prescription products for lowering eye pressure or have a history of eye problems, only use LATISSE® under a doctor's supervision. May cause eyelid skin darkening which may be reversible, and there is potential for increased brown iris pigmentation which is likely to be permanent. There is a potential for hair growth to occur in areas where LATISSE® solution comes in repeated contact with skin surfaces. If you develop or experience any eye problems or have eye surgery, consult your doctor immediately about continued use of LATISSE®. The most common side effects after using LATISSE® solution are an itching sensation in the eyes and/or eye redness. Please see full Prescribing Information for LATISSE®. You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch or call 1-800-FDA-1088.

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About Safety

WHAT YOU SHOULD KNOW ABOUT LATISSE®

[Home](#) > [About Safety](#)

If you're considering LATISSE® (bimatoprost ophthalmic solution) 0.03%, it's important to get all the facts. You may have questions about how the treatment works, how soon you'll see results and, of course, the safety of the product. This site was intended to give you a basic understanding of the product, but you should talk to your doctor to see if LATISSE® is right for you.

The first step: talk to your doctor

While any doctor can prescribe LATISSE®, we encourage you to use our [Find a Doctor](#) tool to help you locate a doctor who may be more likely to know about this FDA-approved treatment. Your doctor will evaluate your medical history to determine if you're a good candidate for LATISSE®. If you have an eye infection, broken or irritated upper eyelid skin, or if you are using products for elevated intraocular pressure, talk to your doctor.

What are the side effects?

The most common side effects after using LATISSE® solution are an itching sensation in the eyes and/or eye redness, which were reported in approximately 4% of patients. These may occur immediately after use, but should usually last only for a short period of time. Eye itching and eye redness are not allergic reactions, and do not mean that your eyes are being harmed.

LATISSE® solution may cause other less common side effects, which typically occur on the skin close to where LATISSE® is applied, or in the eyes. These include eye irritation, dryness of the eyes, and redness of the eyelids. Skin darkening (or hyperpigmentation) is another less common side effect. This condition causes areas of skin to become darker than the surrounding skin color, but has been reported to be reversible after discontinuation of the product.

You should always only use the FDA-approved sterile applicators to apply LATISSE® directly to the base of your upper eyelashes. The applicators have been specially designed and manufactured to meet FDA standards, and help patients properly apply the product.

Could LATISSE® cause the color of my eyes to change?

Increased brown iris pigmentation has occurred when similar medications were instilled directly into the eye to treat elevated intraocular pressure/glaucoma. Although iris pigmentation was not reported in clinical studies with LATISSE®, patients should be advised about the potential for increased brown iris pigmentation which is likely to be permanent.

Is LATISSE® safe?

LATISSE® is an FDA-approved prescription treatment for hypotrichosis used to grow eyelashes, making them longer, thicker and darker. Hypotrichosis is another name for having inadequate or not enough eyelashes. The FDA reviewed clinical study results to verify the identity, potency, purity and stability of the ingredients, and demonstrated that the product is safe and effective for its intended use if used as prescribed.

To learn more, see the [Product Information](#). 

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Important Safety Information

If you are using prescription products for lowering eye pressure or have a history of eye pressure problems, only use LATISSE® under close doctor supervision. May cause eyelid skin darkening which may be reversible, and there is potential for increased brown iris pigmentation which is likely to be permanent. There is a potential for hair growth to occur in areas where LATISSE® solution comes in repeated contact with skin surfaces. If you develop or experience any eye problems or have eye surgery, consult your doctor immediately about continued use of LATISSE®. The most common side effects after using LATISSE® solution are an itching sensation in the eyes and/or eye redness. Please see Full Prescribing Information below.

You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch, or call 1-800-FDA-1088.